

明志科技大學經營管理系
2026 FORMOSA 產業個案與管理創新國際研討會徵稿
(The 2026 FORMOSA International Conference on Industrial
Case Studies and Management Innovation)

「跨域創新與永續未來：產業、智慧科技與文化的融合」

**Transdisciplinary Innovation and Sustainable Future: The
Integration of Industry, Smart Technology, and Culture**

會議日期：2026 年 3 月 27 日（五，學術研討會）

~ 3 月 28 日（六，學生專題競賽）

Conference Dates: March 27 (Friday, Conference)

– March 28 (Saturday, Student Group Project Competition), 2026

研討會網址：<https://bm.mcud.edu.tw/p/405-1046-75405,c3112.php?Lang=zh-tw>

Conference Website: <https://bm.mcud.edu.tw/p/405-1046-75405,c3112.php?Lang=zh-tw>

壹、主旨

I. Purpose

在全球面臨氣候變遷、科技快速演進與社會結構轉型的背景下，永續發展（Sustainability）與ESG（環境、社會與治理）已成為企業與社會的重要議題。2026 FORMOSA 產業個案與管理創新國際研討會以「跨域創新與永續未來：產業、智慧科技與文化的融合」為主題，旨在促進多元領域的交流，探索產業創新、人才培育、數位科技與文化永續的交集，並強化學術與實務的國際連結。

Amid global challenges such as climate change, rapid technological advancement, and social transformation, Sustainability and ESG (Environmental, Social, and Governance) have emerged as crucial issues for both businesses and society. The 2026 FORMOSA International Conference on Industrial Cases and Management Innovation, themed “Transdisciplinary Innovation and Sustainable Future: The Integration of Industry, Smart Technology, and Culture,” aims to foster interdisciplinary dialogue, explore intersections among industrial innovation, talent cultivation, digital technology, and cultural sustainability, and strengthen global connections between academia and industry.

本研討會除聚焦於產業在生產、行銷、人力資源、研發與財務管理等面向的永續議題外，亦新增三大新興主題：文化永續、金融科技（FinTech）與數位行銷。文化永續強調地方文化保存與企業社會責任的延伸；FinTech 展現於數位金融、區塊鏈與 ESG 投資的創新潛力；數位行銷則結合智慧科技，重塑顧客體驗與市場策略，成為企業永續經營的關鍵。

In addition to focusing on sustainability issues in production, marketing, human resources, R&D, and financial management, this conference introduces three emerging themes: Cultural Sustainability, Financial Technology (FinTech), and Digital Marketing. Cultural Sustainability highlights the preservation of local culture and the extension of corporate social responsibility; FinTech showcases innovation in digital finance, blockchain, and ESG investment; while Digital Marketing integrates smart technologies to reshape customer experience and market strategies, becoming a key factor in sustainable business management.

「產業個案研究」為本研討會核心特色之一，透過真實企業案例，連結理論與實務，深入剖析策略、韌性與創新思維。今年特設個案研究專屬 Track，邀請國內外學者與實務專家分享具啟發性的案例，促進雙向交流與管理理論的應用深化。

One of the core features of this conference is “Industrial Case Studies,” which bridge theory and practice through real-world business cases to analyze strategy, resilience, and innovation. A special Case Study Track will be launched this year, inviting scholars and practitioners from around the world to share insightful cases, promote knowledge exchange, and advance the practical application of management theories.

此外，研討會亦透過高中職與大學生專題競賽與發表，培育青年跨域思考與創新能力，鼓勵其提出永續解方。藉由產學合作與知識分享，FORMOSA 研討會致力打造一個促進創新實踐與永續發展的國際平台，誠摯邀請各界共襄盛舉，共創永續未來。

Furthermore, the conference features project competitions and presentations for high school, vocational, and university students, aiming to cultivate interdisciplinary thinking and innovation while encouraging them to propose sustainable solutions. Through academia-industry collaboration and knowledge sharing, the FORMOSA Conference is committed to building an international platform that promotes innovation and sustainable development. We sincerely invite participants from all sectors to join us in shaping a sustainable future together.

貳、投稿議題

II. Call for Papers

本研討會廣泛徵求與「產業創新」、「企業永續」、「ESG 實踐」及「跨域管理應用」相關之研究論文與個案研究，主題包括但不限於以下領域：

The conference invites submissions of research papers and case studies related to “Industrial Innovation,” “Corporate Sustainability,” “ESG Practices,” and “Cross-Disciplinary Management Applications.” Topics include, but are not limited to, the following areas:

1. 產業個案研究
Industrial Case Studies
2. 經營策略與創新
Business Strategy and Innovation
3. 智慧生產與智慧營運
Smart Manufacturing and Smart Operations
4. 行銷管理與顧客體驗
Marketing Management and Customer Experience
5. 人力資源與多元共融
Human Resource Management and Diversity & Inclusion
6. 研發與創新管理
R&D and Innovation Management
7. 財務與 FinTech 應用
Finance and FinTech Applications
8. 文化永續與USR
Cultural Sustainability and USR
9. 數位行銷與科技應用
Digital Marketing and Technology Applications
10. ESG 與企業永續實踐
ESG and Corporate Sustainability Practices

舉凡與經營管理議題相關的研究，亦皆歡迎投稿。

All studies related to management and business issues are also welcome for submission.

參、重要時程

III. Important Dates

1. 全文或長摘要投稿截稿日期：即日起至 **2026 年 2 月 15 日**
Full Paper or Extended Abstract Submission Deadline: From now until February 15, 2026
2. 研討會議程公布：2026 年 3 月 5 日
Conference Program Announcement: March 5, 2026
3. 研討會日期：2026 年 3 月 27 日～3 月 28 日
Conference Dates: March 27–28, 2026

肆、徵稿說明

IV. Submission Guidelines

研討會論文(Conference Paper)

1. 請依研討會網站公告之論文格式撰寫，論文格式請至
<https://bm.mcutf.edu.tw/p/406-1046-75406,r894.php?Lang=zh-tw> 下載。
Please follow the paper format announced on the conference website. The template can be downloaded from:
<https://bm.mcutf.edu.tw/p/406-1046-75406,r894.php?Lang=zh-tw>
2. 論文全文以 8-15 頁為限且摘要字數約 300-500 字，關鍵詞以不超過五個為原則。研討會長摘要頁數則為 2-5 頁，字數約 1,000-4,000 字。
The full paper should be between 8 and 15 pages in length, with an abstract of approximately 300–500 words. The number of keywords should not exceed five. For conference extended abstracts, the length should be between 2 and 5 pages, with a word count of approximately 1,000–4,000 words.
 - (1). 學術論文：須具原創性與研究貢獻，內容可為中文或英文。
Academic Papers: Must demonstrate originality and research contribution; manuscripts may be written in either Chinese or English.
 - (2). 個案研究：請包含教學指引 (Teaching Note)，短個案 (2–3 頁) 亦受理。
Case Studies: Must include a Teaching Note. Short cases (2–3 pages) are also accepted.

學生組專題競賽(Student Group Project Competition)

1. **大專院校組**：鼓勵學生以團隊方式發表研究或創新專題。
University Group: Students are encouraged to present research or innovation projects in teams.

(1). 格式規範：請依研討會網站公告之大專生專題投稿論文格式撰寫。專題論文全文以 8-15 頁為限且摘要字數約 300-500 字，關鍵詞以不超過五個為原則。
Formatting requirements: Please follow the paper format announced on the conference website. The full paper should be between 8 and 15 pages in length, with an abstract of approximately 300–500 words. The number of keywords should not exceed five.

(2). 題目：與本次研討會投稿議題符應為佳
Topic: It is preferable that the topic aligns with the themes of this conference.

(3). 發表形式 (Oral Presentation)
口頭發表：每篇報告約 10-15 分鐘，另加 5 分鐘討論。
Oral Presentation: Each presentation should be approximately 10-15 minutes, followed by a 5-minute discussion period.

(4). 競賽獎金方案 (Prize Money Plan) :

競賽方式 (Competition Method)	獎項(Award Category)	獎勵方式(Prize Details)
	金獎 一隊 (Gold - One Team)	獎金 5,000元 及每隊獎狀一紙 Prize money of NT\$5,000 and a Certificate of Award for each team.
大專生專題組 (University Independent Study Group)	銀獎 一隊 (Silver - One Team)	獎金 4,000元 及每隊獎狀一紙 Prize money of NT\$4,000 and a Certificate of Award for each team.
	銅獎 一隊 (Bronze - One Team)	獎金 3,000元 及每隊獎狀一紙 Prize money of NT\$3,000 and a Certificate of Award for each team.
	入選佳作三隊 (Honorable Mention / Selected Merit - Three Team s)	獎金 1,000元 及每隊獎狀一紙 Prize money of NT\$1,000 and a Certificate of Award for each team.

2. **高中職組**：以專題競賽形式徵件，主題可結合永續、創新、文化或社會責任等議題。

High School/Vocational Group: Submissions will take the form of project competitions, focusing on themes related to sustainability, innovation, culture, or social responsibility.

- (1). 格式規範：對於「高中海報組」，參賽者需要提交參賽報名 300-500 字摘要(300–500-word abstract for registration)以及A0 尺寸大小之PDF 電子檔，以參加海報評比展。
Formatting requirements: For the "High School Poster Group," participants are required to submit a PDF file in A0 size to participate in the poster evaluation exhibition.
- (2). 題目：與本次研討會投稿議題符應為佳
Topic: It is preferable that the topic aligns with the themes of this conference.
- (3). 建議應包含內容：題目背景說明/ 動機/ 目的(Background of the Topic/Motivation / Objective/)、創意與作法(Creativity and Approach)、預期成果(Expected Outcomes)、參賽學校與成員 (Participating Schools and Team Members)。
- (4). 發表形式 (Oral Presentation)
於海報展區展示及互動說明。
Exhibition and Interactive Q&A in the Poster Zone.
- (5). 競賽獎金方案 (Prize Money Plan) :

競賽方式 (Competition Method)	獎項(Award Category)	獎勵方式(Prize Details)
高中海報組 (Senior High School Poster Group)	金獎	創意點子獎 金獎一隊(Creative Idea Award- Gold) (1 Team) 最佳人氣獎 金獎一隊 (Most Popular Award - Gold) (1 Team)
	銀獎	創意點子獎 銀獎一隊(Creative Idea Award - Silver) (1 Team) 最佳人氣獎 銀獎一隊 (Most Popular Award - Silver) (1 Team)
	銅獎	創意點子獎 銅獎一隊(Creative Idea Award - Bronze) (1 Team) 最佳人氣獎 銅獎一隊 (Most Popular Award - Bronze) (1 Team)
	佳作	入選佳作 若干隊 (Honorable Mention/Selected Merit) (Several Teams)

伍、論文審查暨發表證明

V. Paper Review & Presentation Proof

1. 投稿本研討會之論文將採用同儕學者審查機制進行審稿作業，審查接受之稿件將安排場次進行論文發表，並收錄於研討會論文集。
All submissions will undergo a peer-review process. Accepted papers will be scheduled for presentation sessions and included in the conference proceedings.
2. 會後將提供「論文發表證明」與「優秀論文獎項」，以肯定學術與實務貢獻及證明參與本次活動。
After the conference, participants will receive a “Certificate of Paper Presentation,” and outstanding papers will be recognized with “Best Paper Awards” to acknowledge their academic and practical contributions.

陸、收件方式

VI. Submission Procedures

電子檔格式須為 MSWord 檔；研討會論文與個案之檔名請以第一作者姓名命名(例如：楊南進.doc)；學生組專題競賽之檔名請以參賽組別_第一作者姓名_學校命名(例如：大專院校組_楊南進_學校.doc 或高中職組組_楊南進_學校.doc)。主旨註明：投稿 2026 FORMOSA 產業個案與管理創新國際研討會。

E-mail 到formosa@mail.mcute.edu.tw。

The electronic file must be in MS Word format. For conference papers and case studies, the file name should be the first author's name (e.g., e.g., Nam-Tien Duong.doc). For the Student Group Project Competition, the file name should follow the format: Competition Category_ First Author's Name_ School Name(e.g., University Group_ Nam-Tien Duong_School.doc or High School/Vocational Group_ Nam-Tien Duong_School.doc).

Please indicate the email subject as: “Submission to the 2026 FORMOSA International Conference on Industrial Case Studies and Management Innovation.”
Please send the file via email to formosa@mail.mcute.edu.tw

柒、其他相關事宜請洽詢以下負責窗口或E-mail：formosa@mail.mcute.edu.tw

VII. Contact Information For any questions, please contact us at:

formosa@mail.mcute.edu.tw

論文與個案(Paper and Case)：

楊南進 教授 Tel : (02)2908-9899 ext. 3013

杜海勇 教授 Tel : (02)2908-9899 ext. 3153

大專院校組(University Group)：

張 潸 教授 Tel : (02)2908-9899 ext. 3156

高中職組(High School/Vocational Group)：

李淑華 教授 Tel : (02)2908-9899 ext. 3121